

1
Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

Adam is a user who needs to take a layover flight and wants to know the delay of hours, so that he can take alternate ways.

Jimmy is a user who wants to be entertained and not get bored

Nikitha is a user who wants to know the exact time of delay so that she can go visit nearby places

Robert is in an meeting/event and wants to know if there is any flight delay so that he can stay for the complete meeting/event

How might we find alternate things to do when the flight is delayed??

Alice is a business professional who has an important meeting with client and wants to know the ETD, so that she can make alternate plans

Sharma is the head of the public relations wants to know if there is a flight delay so that he could make arrangements to notify the passengers through an email or the airline application

How might we know that the flight is delayed?

Stefan is the manager of the catering team of the airlines and needs to know if a flight gets delayed so that he could make arrangements for serving food and refreshments to the passengers

Joy is in an charge of inventory /resources at the airport wants to know if the flight gets delayed in order to allocate resources to some other flights

How might we plan to make alternate arrangements at times of delay?

Rita has a flight at night and she wants to know if accomodation can be provided to get some sleep

2
Brainstorm

Write down any ideas that come to mind that address your problem statement.

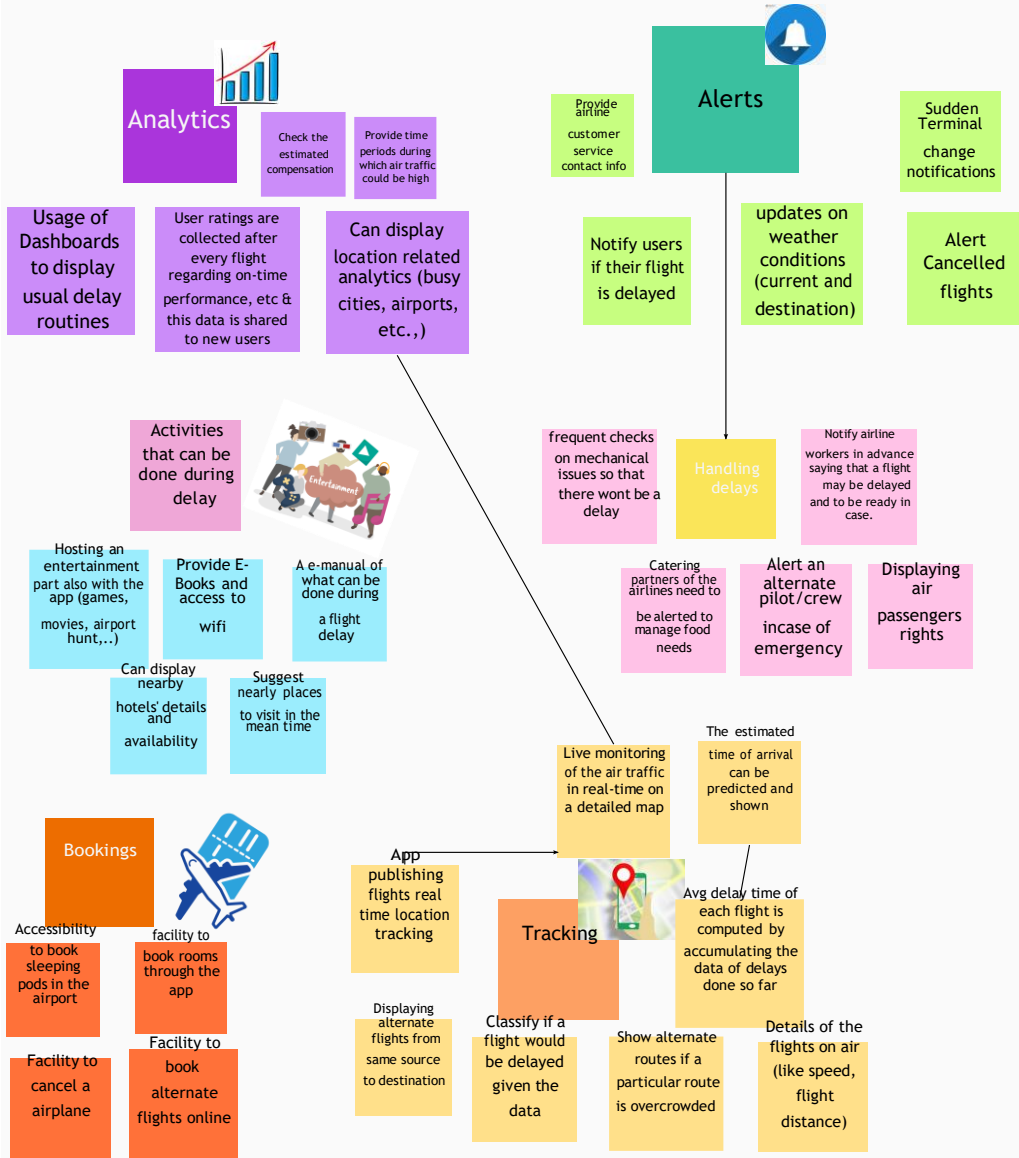
10 minutes



3
Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes



4
Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

